DEPARTMENT OF THE ARMY
HEADQUARTERS UNITED STATES ARMY FORCES COMMAND
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REPLY TO
ATTENTION OF

FORSCOM Policy Memo 25-99-2

AFCI-P

12MAY 1999

Expires: 12 May 2001

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT : Forces Command (FORSCOM) World-Wide Web Policy

1.   Purpose.   This memorandum (with Enclosure 1) provides guidance for the establishment and operation of FORSCOM publicly accessible World-Wide Web (WWW) sites.   The intent is to promulgate, support and foster the effective use of the WWW as a means of disseminating information, saving resources, and leveraging the full use of developing technologies for FORSCOM and at all levels of subordinate elements and commands.

2.   Proponent and exception authority.   The proponent for this memorandum is the Deputy Chief of Staff for Command Control, Communications, and Computers (DCSC4).   The DCSC4 has the authority to approve exceptions to this memorandum consistent with controlling law, regulation, and higher headquarters' policy.

3. Scope.   The enclosed policy applies to all FORSCOM activities (Active and Reserve Component) using the publicly accessible WWW.   The FORSCOM sponsored or controlled web sites must meet and adhere to this policy and the web policies of the Department of Defense and the Department of the Army.

4.   Concept.   Take advantage of Internet technology to provide accurate, timely and useful information to the public and all FORSCOM soldiers, civilian employees and organizations.

5.   Policy.   Information publishing via the WWW is the cooperative effort of the Information Management (IM) and the Public Affairs (PA) staffs.   The IM is generally concerned with the operation, maintenance and design of web based services, while the PA is responsible for reviewing and clearing for public dissemination to a world wide

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audience all information posted on the WWW. The authority and
responsibility for design approval and web site content
resides with the commander of the unit or installation
operating the WWW site.

6. This policy supersedes FORSCOM World-Wide Web Policy, 12
August 1997.

7. Point of Contact for this policy is the FORSCOM Webmaster,
mail to: webmaster@forscom.army.mil.

FOR THE COMMANDER:

1 Encl   JOHN M. PICKLER
as   Lieutenant General, USA
                          Chief of Staff

DISTRIBUTION:
COMMANDERS
FORSCOM MAJOR SUBORDINATE COMMANDS
FORSCOM INSTALLATIONS, ACTIVITIES/UNITS REPORTING TO FORSCOM

FORCES COMMAND (FORSCOM) WORLD-WIDE WEB (WWW) POLICY

1. Purpose.

    a. This policy provides guidance for the establishment and operation of publicly accessible, non-restricted, U.S. Army Forces Command WWW sites. FORSCOM publicly accessible, non-restricted websites will provide only information that has been properly cleared by the appropriate MACOM or installation Public Affairs Office for public release in accordance with the provisions of Headquarters Department of the Army and Department of Defense web policies.

    b. The WWW is an efficient and effective means for the U.S. Army Forces Command to share information. Use of the WWW, or Internet, is strongly encouraged as a powerful tool to rapidly convey information to a wide audience on a broad range of topics relating to activities, objectives, policies and programs of interest to both the military and the public. FORSCOM websites will focus on providing value-added information services and products to the organization's users, customers, the Army, and the public by sharing accurate, timely, and relevant information. To ensure that FORSCOM fully leverages the capabilities of the WWW in a manner that is efficient, focused on saving resources, and moving toward a digital environment, the following guidance is provided.

2. Proponent and exception authority.

    a. The proponent for this memorandum is the FORSCOM Deputy Chief of Staff for Command, Control, Communications, and Computers (DCSC4).

    b. The DCSC4 has the authority to approve exceptions to this memorandum that are consistent with controlling law and regulation. Requests for exceptions to this policy must be submitted in writing to DCSC4 for coordination with the FORSCOM Public Affairs Office (PAO).

3. Scope: This policy applies to all FORSCOM activities using the publicly accessible web to disseminate information. Forces Command-sponsored information must meet DoD, Army and FORSCOM web policy requirements regardless of any and all other methods of dissemination.

                                                        Encl

4. References.

    a. Guidance for Management of Publicly Accessible U.S. Army Websites, HQDA, 30 November 1998.

    b. Memorandum, Web Site Administration, Policies & Procedures, Deputy Secretary of Defense, 7 December 1998.

    c. Public Law 100-235, Computer Security Act of 1986.

    d. For guidance on use of government owned computing equipment and resources (e.g., non-duty related email use and web browsing in the workplace), see DoD 5500.7-R, Joint Ethics Regulation (JER), 30 August 1993 and Change 2, 25 March 1996.

    e. DoD Instruction 5120.4, DoD Newspapers and Civilian Enterprise Publications, 29 May 1996.

    f. DoD Directive 5040.5, Alteration of Official DoD Imagery, 29 August 1995.

    g. AR 25-1, The Army Information Resource Management Program, 25 March 1997.

    h. AR 25-55, The Department of the Army Freedom of Information Act Program, 14 April 1997.

    i. AR 380-19, Information System Security, 27 February 1998.

    j. AR 340-21, Army Privacy Act Program 5 July 1985.

    k. AR 360-5, Public Information, 31 May 1989.

    l. AR 380-5, Department of the Army Information Security Program, 25 February 1988.

    m. AR 530-1, Operational Security, 3 March 1995.

    n. HTML 3.2 Reference Specification, World Wide Web Consortium (W3C) Recommendation, 11 January 1997.

    o. HTML 4.0 Specification, World Wide Web Consortium (W3C) Recommendation, 24 April 1998.

5. Definitions and explanation of abbreviations.

    a. World-Wide Web – WWW.

    b. Hypertext Markup Language - HTML.

    c. World-Wide Web Consortium – W3C.

    d. Common Gateway Interface – CGI.

    e. Government Information Locator Service - GILS.

    f. For Official Use Only - FOUO.

    g. Freedom of Information Act - FOIA.

    h. Major Command - MACOM.

    i. General Officer Senior Executive Service - GOSES.

    j. Department of Defense - DoD.

    k. Webpage – an individual HTML-compliant electronic file accessible through a TCP/IP network.

    l. TCP/IP network – a data communication network that uses transport control protocol/internet protocol (TCP/IP); the public internet and the DoD Non-classified IP Router Network (NIPRNET) are examples of TCP/IP networks.

    m. Website – a collection of HTML-compliant electronic files designed to provide information, services, or goods to users through a TCP/IP network.

    n. Webmaster – an individual delegated the responsibility for operation of the organization's website by the commander/leadership.

    o. Pagemaster – an individual responsible for the design, operation and maintenance of specific web pages within a website.

    p. Homepage – the single, top-level, webpage designed to be the first file accessed by a user visiting a website; also known as an "index" or "default" page.

6. Responsibilities.

   a. The commander/leadership of each organization operating an official U.S. Army FORSCOM website, regardless of location or echelon (e.g., unit, office, installation, major command), will:

      (1) be responsible for and exercise ultimate control over all of the content of the organization's website,

      (2) define the purpose of the website in terms of mission support to the organization and usefulness to the public,

      (3) define the core functions, products, and information to be made available through the organization's website,

      (4) ensure compliance with all applicable policies, including AR 530-1, and

      (5) periodically reevaluate each website under their control to ensure compliance with applicable policies and performance of the responsibilities in paragraphs 6.a.(1) through 6.a.(4) above.

   b. The commander may delegate the execution of this responsibility to one or more website managers or other appropriate officials. Where appropriate, the commander may delegate these responsibilities to a team of subject matter experts. This team may be composed of subject matter experts from one or more of the following communities: Public Affairs, Communication/Computers, Intelligence, Legal, and others as appropriate.

7. Policy.

   a. Specifications and Standards.

      (1) Official FORSCOM websites will be implemented in such a way as to support the widest range of potential users and computing platforms. Non-standard or proprietary website elements will not be used. Non-copyrighted material, text, clip art, hypertext links, images and sounds or video clips may be used only if they directly relate to the unit or organizations mission.

(2) For hypertext markup language (HTML) documents, official FORSCOM websites will use any of the HTML specifications listed by the World Wide Web Consortium (W3C). As an alternative, any HTML specification that is W3C Proposed Recommendation may be used. W3C Technical Reports (including Recommendations and Proposed Recommendations) are found online at http://www.w3.org/TR/.

(3) FORSCOM websites may employ browser-specific HTML tags and browser extensions (plug-in); however, no FORSCOM website will require or encourage the use of any particular browser product or "plug-in" technology. FORSCOM websites will be designed, in so far as practical, to support the majority of browsers used by the public. If browser specific products are used, alternate pages with the same informational content will be posted on the website to allow access by visitors using other browsers.

(4) Information of questionable value to the general public, or for which worldwide dissemination poses an unacceptable security or Operational Security (OPSEC) risk will not be posted on publicly accessible web pages. Only information for which the establishing organization is directly responsible will be posted to the unit's web pages. All other information will be made available, if required, via hyperlink.

(5) Humor, particularly jokes and facetious comments, that is subject to possible misunderstanding or misinterpretation by the public in such a manner as to present an inaccurate or unflattering image of the Army or FORSCOM will be avoided. Frivolity does not support the purpose of U.S. Army websites stated in paragraph 1.b.

   b. Requirements for Organizations Operating Websites.

(1) Each FORSCOM Organization operating a website will register it with the U.S. Army Homepage through the online registration form found on the U.S. Army Homepage http://www.army.mil/register/.

(2) Every FORSCOM organization that maintains a website will notify the FORSCOM webmaster mail to: webmaster@forscom.army.mil whenever the universal resource locator (URL) or any of the point of contact information required as part of the registration process changes.

(3) Every FORSCOM organization maintaining a website must register it with the Government Information Locator Service (GILS) http://www.dtic.mil/index/.

(4) Each FORSCOM organization maintaining a website must display a Privacy and Security Notice.

(5) FORSCOM organizations operating an official website will provide the following information, or hyperlinks to the following information, on their homepage:

(a) Organization missions and functions.

(b) Organizational structure, listing or hyper-linking to parent and subordinate command or organization websites. Organizational charts containing individual's names and other personal information will not be made available to the public unless privacy and security concerns have been addressed; posting such information for members of deployable units and others in sensitive positions could make them potential targets of hostile organizations or individuals.

(c) Electronic mail address, phone number, or mail address of the point of contact (webmaster) responsible for the website content.

(d) A hyperlink to the U.S. Army Homepage http://www.army.mil and the FORSCOM Homepage http://www.forscom.army.mil.

c. Requirements for Website Managers. A website manager is the organization's commander, or an individual or group that has been delegated the following responsibilities by the organization's commander. Website Managers (webmasters) will:

(1) Ensure that information published on their website is accurate, timely, represents the official Army position, and is properly cleared by the installation or command's PAO for public dissemination.

(2) Ensure appropriate security and access controls are in place, commensurate with the perceived threats, and to ensure that the following types of information are **not** made available to unauthorized individuals or organizations:

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(a) Classified.

(b) Unclassified but sensitive.

(c) For Official Use Only (FOUO).

(d) Information that cannot be disclosed under the Privacy Act.

(e) Freedom of Information Act (FOIA) exempt information (including, but not limited to draft policies and regulations, and pre-decisional information).

(f) Copyrighted information for which releases from the copyright owner have not been obtained.

(g) Any of the following types of information will not be displayed on publicly accessible websites regardless of whether the same or similar information is available from other authorized media sources:

(1) Plans or lessons learned which could reveal sensitive military operations, exercises or vulnerabilities,

(2) References to any information that would reveal sensitive movements of military assets or the location of units, installations, or personnel where uncertainty regarding location is an element of the security of a military plan or program,

(3) Personal information about U.S. citizens, DoD employees and military personnel including:

(a) Social security account numbers,

(b) Dates of birth,

(c) Home addresses, and

(d) Telephone numbers other than office numbers.

(4) The identity or location of family members of DoD employees and military personnel.

(3) Provide the highest practicable level of assurance that information made available to or received from the public does not contain malicious software code (e.g., viruses, trojan horses), or if it does, to adequately notify the user before the download of such information begins.

(4) Respond in a professional, expeditious, and courteous manner to email, or forward queries to the appropriate source of information, or otherwise fulfill or redirect requests for information from the public.

(5) Ensure that the organization's website provides points of contact information for the webmaster and, if appropriate, to pagemaster(s).

8. Requirements for Webpages.

a. All FORSCOM Webpages will display the date the page was last updated, reviewed, or cleared for public release.

b. Release of Information and Content Review.

The commander, or his designated representative, will institute a review process to ensure that website information is current, timely, and cleared for public release. The commander is responsible for all of the information presented on the organization's website. The content of all Webpages will be periodically reviewed to ensure full compliance with this policy.

9. Commercial Advertising and Sponsorship.

a. Commercial advertising on official U.S. Army websites is prohibited. Corporate or product logos and trademarks (other than text or hyperlinked text) are considered commercial advertisements, and will not be served from FORSCOM websites.

b. No money, services, products, or in-kind payment (e.g., website hosting, site management, site design) will be accepted in exchange for a link to non-DoD web resources placed on an official U.S. Army website.

c. Official U.S. Army websites will not provide product endorsements or preferential treatment to non-U.S. Government entities.

d.   External Linked Content.   The ability to hyperlink to resources external to the Army is a fundamental feature of the World Wide Web, and will add value and functionality to FORSCOM websites.

(1) Hyperlinks to non-DoD web resources are permitted when determined to support the organization's mission.

(2) FORSCOM websites will use only text or hyperlinked text to direct users to non-DoD WebPages or software download sites.

(3) FORSCOM websites that provide links to non-DoD web resources must display a disclaimer in accordance with DoD policy and a hyperlink to a page displaying the certificate signed by the commander authorizing its use.

(4) A graphic symbol will be displayed with all external links to indicate visually that the link content provided is not a part of the FORSCOM website. All such links will have the appropriate disclaimer notice.

(5) Hyperlinks to Army and other Government websites may continue the use of graphics (e.g., distinctive shoulder sleeve insignia, symbols and similar logos) to facilitate easily recognizable connections to those sites.

e.   Collection of Information.   Army websites that collect standardized information from 10 or more members of the public must comply with:

(1) DoD Memorandum, *Establishing and Maintaining a Publicly Accessible Department of Defense Web Information Service*, 18 July 1997 http://www.defenselink.mil/policy97.html.

(2) The Paperwork Reduction Act of 1995 (as amended).

f.   Personal Use.

(1) Personal use of government resources generally is improper.

(2) Hyperlinks on FORSCOM websites to homepages, websites, or other web resources of a personal or non-official and non-mission related nature are prohibited. Links to personal E-mail accounts are not authorized.

(3) Army Internet users are subject to DoD 5500.7-R, change 2, Joint Ethics Regulation (JER), 25 March 1996.

g. Restricted Access.

(1) In addition to not posting certain information on FORSCOM websites as noted above in paragraph 8.b., webmasters will ensure that their websites do not provide direct hyperlinks (or other methods to bypass access controls, such as hyperlinking to Web Pages below password protected WebPages) to the following types of information:

(a) Classified.

(b) Unclassified but sensitive.

(c) For Official Use Only (FOUO).

(d) Information that cannot be disclosed under the Privacy Act.

(e) Freedom of Information Act (FOIA)-exempt information (including, but not limited to draft policies and regulations, and pre-decisional information).

(f) Copyrighted information, graphics or artwork for which releases from the copyright owner have not been obtained.

(g) Any other information prohibited by this or DA and DoD web policies.

(2) Publicly accessible FORSCOM websites may provide hyperlinks to access-controlled websites only through intervening access-controlled (password protected) login mechanisms or procedures that are sufficient to address the perceived level of threat and sensitivity of the restricted information.

(3) FORSCOM websites will not use inflammatory or threatening language to describe access-controls or procedures, and must avoid any perception that the Army is hiding or withholding information that otherwise should be available to the public.